

REMARKS

Claims 3, 10, 15 and 40-43 are canceled without prejudice. The remaining independent claims are amended without prejudice.

Amended claim 1 recites – in combination with other features – a spatial location of a first embedding location in the second video frame is changed relative to a second embedding location in the first video frame, such that first embedding location and the second embedding location are overlapping yet different spatial locations.

The cited Schuman and Jones passages for claim 1 are not understood to render obvious such a combination.

Generally similar reasoning (without reading limitations from one claim into another) applies to the remaining independent claims too. Reconsideration is respectfully requested.

New claim 44 recites in which the identification data comprises exhibition data carried with a pseudo-random sequence. Favorable consideration is respectfully considered.

A Notice of Allowance is respectfully requested. In the meantime, we look forward to the upcoming interview.

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Respectfully submitted,

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